

# ORDER



KSNV

**Orders**  
**Order / Rev:** 105170  
**Alt Order #:** 06838767  
**Product Desc:** OCEGUERA FOR CONG  
**Estimate:** 1558  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/06/12 / 08/15/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Oceguera for Congress - *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	24	\$18,575.00	\$15,788.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$18,575.00	\$15,788.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$18,575.00</b>	<b>\$15,788.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	37%	\$18,575.00
Market	100%	\$50,202.70

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$13,052.70
KLVS	0%	\$0.00
KSNV	0%	\$0.00
KTNV	19%	\$9,538.51
KTUD	0%	\$0.00
KVVU	16%	\$8,032.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,004.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/Wagners	5-6a	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			2			\$400.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$400.00		0.00			
E 2	KSNV	08/14/12	08/20/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					3	\$700.00		0.00			
E 3	KSNV	08/14/12	08/20/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$1,400.00		0.00			
E 4	KSNV	08/18/12	08/18/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$625.00		0.00			
E 5	KSNV	08/19/12	08/19/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY no pgm 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$625.00		0.00			
E 6	KSNV	08/14/12	08/20/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					3	\$500.00		0.00			
E 7	KSNV	08/14/12	08/20/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$325.00		0.00			
E 8	KSNV	08/14/12	08/20/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$425.00		0.00			
E 9	KSNV	08/14/12	08/20/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					1	\$325.00		0.00			
E 10	KSNV	08/14/12	08/20/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					1	\$600.00		0.00			
E 11	KSNV	08/14/12	08/20/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$1,000.00		0.00			
E 12	KSNV	08/14/12	08/20/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--					2	\$1,100.00		0.00			
E 13	KSNV	08/18/12	08/18/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,100.00		0.00			
N 14	KSNV	08/16/12	08/16/12	Thurs PR 8-9p	CM	8-9pm	---T---	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
Thursday Prime 8-9pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$2,400.00		0.00			
													Totals	24	\$18,575.00